THE CARIBINER GROUP

# MEMORANDUM

**To:** Kathy McGrath
Via FAX: 212-907-5367

**Date:** March 19, 1996

**From:** Philip J. Weiss

***Re:*** *Addendum #2 to RFQ—Marlboro Grill, Originally Submitted 3/11/96*

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Below are the revisions, breakdowns, explanations and new estimates requested in your March 18 Fax:

- Premier Nights/The Celebrity Chef Program

  Our response to the RFQ estimated fees to celebrity chefs for Premier Nights at $3,000/evening and $35,000 for 61 daily demonstrations. The word celebrity is, of course, relative. We estimate that a truly celebrated chef may in fact demand $3,000 per evening with two seatings.

  However, since seven of the nine Premier Nights occur mid-week when a chef/owner may not be required in his place of business, we feel a justified revised estimate for a total budget of $22,500 is appropriate.

- Daily Demonstrations/The Celebrity Chef Program
  (Page 3 of budget section of the RFQ response 3/11/96)

  Our original estimate for daily demonstrations was $35,000 for approximately 61 days. This comes to $575 per day per chef with a well-known reputation. This chef may in fact not be the chef who appears at Premier Night. The stay in DelMar may be too long for a single dedicated chef to devote 15 days to daily demonstrations; therefore, another chef may have to be recruited.

  ARAMARK, because of its national stature in food service, has indicated that they could play a pivotal role in chef recruitment/negotiation. The $22,500 for Premier Nights and the $35,000 for daily demonstrations are submitted without a travel and expense component.

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Source: https://www.industrydocuments.ucsf.edu/docs/yzkm0004

- Estimated Cost for Food for Chef Demonstrations

  The cost for raw materials/foodstuffs for daily demonstrations has been included in the $367,500 for Food listed on Page 4 of the 3/11 budget section. Therefore, **there is no additional cost for demonstration food.**

- Propane Fuel
  (originally listed on Page 3 of the budget section)

  Delivered locally and in compliance with local code, propane is estimated at $770 per day for on-site use. While propane prices vary widely across the country, the daily usage is based on off-site food preparation. The total estimated budget is $47,000.

- Portable Diesel Generator for Auxiliary Power
  (not previously estimated; not in RFQ)

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|---|---|
| Honda Portable Generator | $ 7,380 |
| Guesstimate: 70 days/nights fuel | 17,250 |
| Maintenance at 360 hours | 600 |
| Total: | $25,230 |

- Training Budget
  (on Page 3 of budget section, 3/11/96)

  It is our view that pre-arrival training of both locally-based crews, food service, and site operations will be the key to success, especially when turnaround time is short. A training/education device that reflects the physical presence of the Grill and attendant support vehicles; a device that shows the entire 60 x 60 environment; a device that illustrates each task through dynamic example is the device that is required, and that device is video. Our $73,000 estimate reflects fairly such a video. It is in line with videos we have produced for the Philip Morris U.S.A. field sales force.

  With careful attention to detail, it may be possible to reduce production costs. However, a 20-minute "real time" video experience with backup workbook repetition will help make our on-site staff "experienced." Showing real people in real uniforms performing real tasks for real guests will greatly enhance the Grill's chance for flawless execution.

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Source: https://www.industrydocuments.ucsf.edu/docs/yzkm0004